



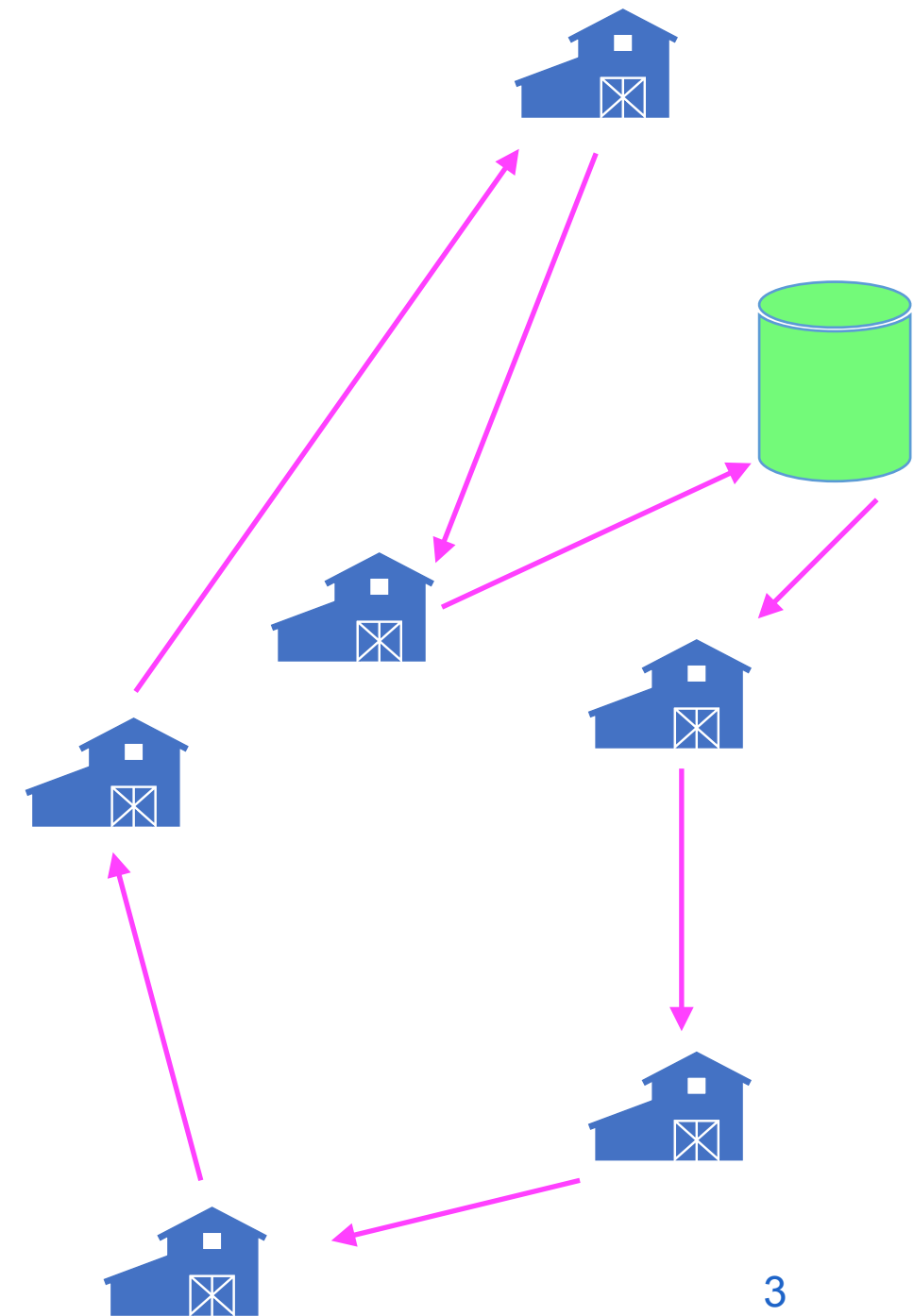
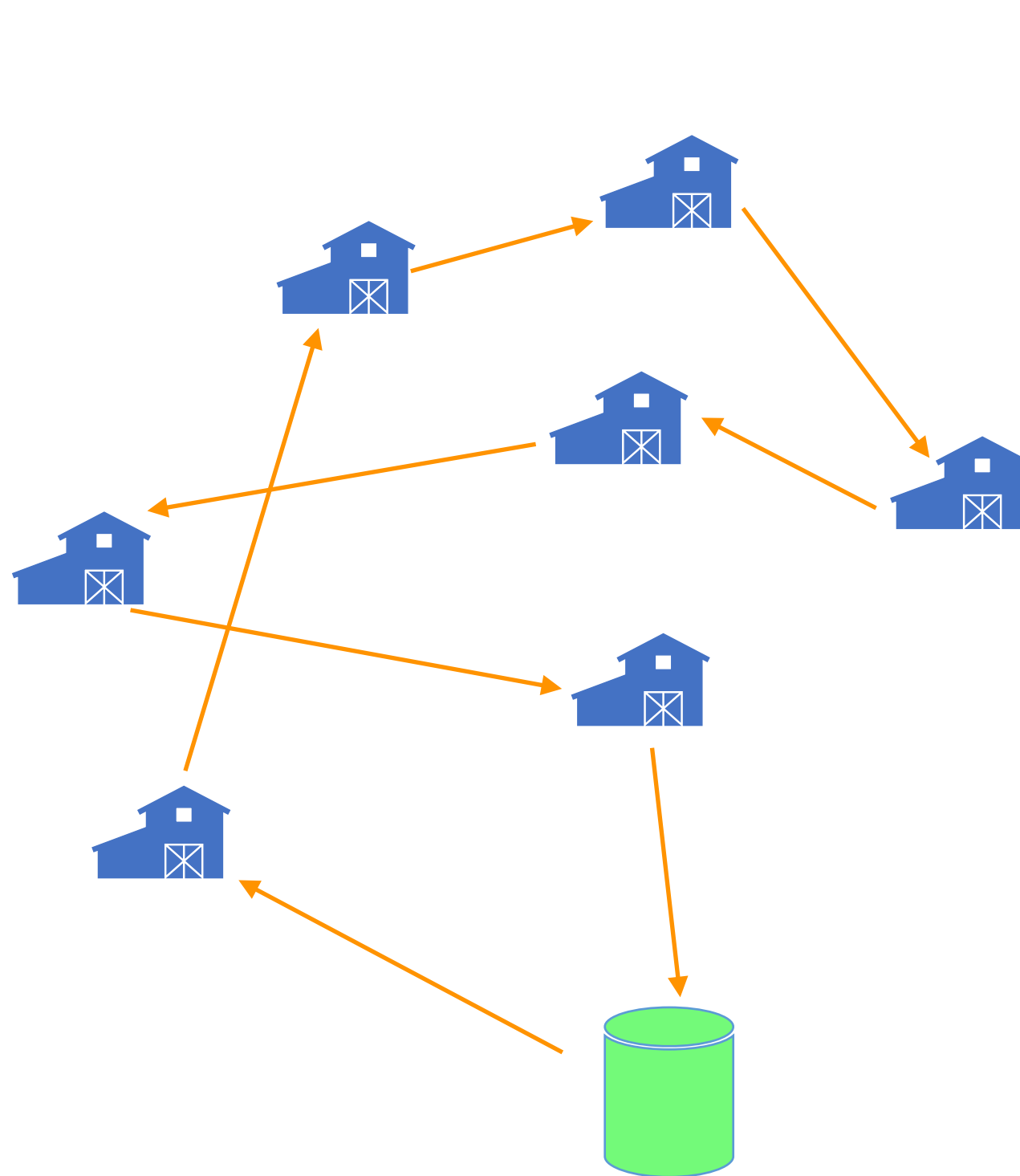
**GHENT
UNIVERSITY**

GROUP ASSIGNMENT

Dessert Vending Company

SETTING

- Company that **sells desserts at home**
- Company has different **employees that visit customers on their personal routes**
- Company has different **depots that provide different routes**



GOAL

- The company has noted that some **customers** have different buying behaviors
- Some **customers** also stopped buying their products
- They also suspect that some **products** are often bought together
- Some **products** are also more popular than other products
- They also noted that some **routes** are not optimal
- They suspect that some **depots** are irrelevant, while a new depot could be constructed

Hence, they want to explore if they can improve their logistics and customer service based on analytical insights

CUSTOMERS

- Which customers have the highest CLV?
- Which customers should be rewarded?
- Which customers left the company?
- Why did customers left the company?
- Why are customers satisfied / unsatisfied?
- ...

EMPLOYEES

- What is the turnover per employee?
- Which employees should be rewarded?
- Which employees provide excellent / bad service?
- ...

PRODUCTS

- Which products are popular / unpopular?
- Which products are often bought together?
- Which products can be recommended on-sale?
- ...

ROUTES

- Which customers are assigned to which routes?
- Which employees are assigned to which routes?
- Which routes are assigned to which depots?
- Which customers should be reassigned to other routes?
- Which employees should be reassigned to other routes?
- Which routes should be reassigned to other depots?
- ...

PRACTICALITIES

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- Form groups of maximal **4 students**
 - Subscribe to a group on Ufora before **October 3th (12 am)**
- Deadline of the assignment: **October 24th (12 am)**
 - Hand in powerpoint presentation on Ufora
 - Final code on GitHub

PRACTICALITIES

Present your findings (25/10 - 29/10)

- 20 min per team = **10 min presentation + 8 min individual Q&A + 2 min feedback**
- Each student in the team should present and answer questions
- Present to a **managerial audience**
- Interpret the results you show
- Think about the business impact of your findings
 - What can be done with them?
 - How could some findings be explained?
- Prepare for some technical questions as well
- Make a professional presentation
- Whenever possible, make **plots** using **Python**
 - Make it visually appealing!

PRACTICALITIES

There will be a strong time pressure

- Knowledge to do the analyses is taught during class
- Presentation time is limited, so it is necessary to select the most relevant results, without losing information
 - Having backup slides with additional information might be a good idea...